

Supplemental Statement
Pursuant to the Foreign Agents Registration Act of
1938, as amended

For Six Month Period Ending 1/31/15

(Insert date)

I - REGISTRANT

1. (a) Name of Registrant

JAMAICA TOURIST BOARD

(b) Registration No.

2360

(c) Business Address(es) of Registrant

5201 BLUE LAGOON DR.
SUITE 670
MIAMI, FL 33126

2. Has there been a change in the information previously furnished in connection with the following?

(a) If an individual:

(1) Residence address(es) Yes ☐ No ☐

(2) Citizenship Yes ☐ No ☐

(3) Occupation Yes ☐ No ☐

(b) If an organization:

(1) Name Yes ☐ No ☒

(2) Ownership or control Yes ☐ No ☒

(3) Branch offices Yes ☐ No ☒

(c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

RECEIVED
NSD/CES/REGISTRATION UNIT
2015 SEP 30 AM 6:52

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).

3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.

Yes ☐ No ☒

If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Position	Date Connection Ended
------	----------	-----------------------

(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
------	-------------------	-------------	----------	--------------

5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes ☐ No ☒

If yes, identify each such person and describe the service rendered.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

Name	Residence Address	Citizenship	Position	Date Assumed
------	-------------------	-------------	----------	--------------

(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish the following information:

Name	Position or Connection	Date Terminated
GLENTON A BUCKNOR	DISTRICT SALES MANAGER	JAN 31, 2015

(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes ☐ No ☐

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
------	------------------------	-------------------	-----------------

6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes ☐ No ☒

If no, list names of persons who have not filed the required statement.

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal

Date of Termination

8. Have you acquired any new foreign principal(s)² during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name and Address of Foreign Principal(s)

Date Acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)² whom you continued to represent during the 6 month reporting period.

JAMAICA TOURIST BOARD

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A³ Yes ☐ No ☒

Exhibit B⁴ Yes ☐ No ☒

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☐ No ☒

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☒

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3, sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4, sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS-MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.⁶

Date	From Whom	Purpose	Amount
AUG 1, 2014 - JAN 31, 2015	SUNDRY ACCOUNTS	OPERATIONAL EXPENSES	

\$1,096,827

Total

(b) RECEIPTS - FUNDRAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fundraising campaign⁷, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D⁸ to your registration? Yes ☐ No ☒

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose
-------------------	---------------	----------------	---------

^{6, 7} A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

⁸ An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

⁹ Things of Value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) DISBURSEMENTS-MONIES

During this 6 month reporting period, have you

- (1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐
- (2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
AUG 1, 2014 - JAN 31, 2015	SUNDRIES	OPERATIONAL EXPENSES	

\$1,048,777

Total

(b) DISBURSEMENTS-THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐No ☒

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
------	-----------	-------------------	----------------	---------

(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐No ☒

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
------	--------------------------	-------------------------------------	-------------------

^{10, 11} Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

V - INFORMATIONAL MATERIALS

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?¹²
 Yes ☒ No ☐

If Yes, go to Item 17.

- (b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?
 Yes ☐ No ☐

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.
 JAMAICA TOURIST BOARD

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☐ No ☒
 If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- ☐ Radio or TV broadcasts ☒ Magazine or newspaper ☐ Motion picture films ☐ Letters or telegrams
☐ Advertising campaigns ☒ Press releases ☒ Pamphlets or other publications ☒ Lectures or speeches
☐ Other (specify) _____

Electronic Communications

- ☒ Email
☒ Website URL(s): WWW.VISITJAMAICA.COM
☒ Social media websites URL(s): www.facebook.com/visitjamaica; www.twitter.com/visitjamaica
☐ Other (specify) _____

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- ☐ Public officials ☐ Newspapers ☐ Libraries
☐ Legislators ☐ Editors ☐ Educational institutions
☐ Government agencies ☐ Civic groups or associations ☐ Nationality groups
☒ Other (specify) TRAVEL TRADE & CONSUMERS

21. What language was used in the informational materials:

- ☒ English ☒ Other (specify) SPANISH

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☐ No ☒

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act? Yes ☐ No ☐

¹² The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI - EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature¹³)

DONALD DAWSON

¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

JAMAICA

TOURIST BOARD

ATTACHMENT 14 (A)

RECEIPTS MONIES JTB MIAMI, FL

(6-month period ending JANUARY 31, 2015)

MONTH	FROM WHOM	PURPOSE	AMOUNT (US\$)
-------	-----------	---------	---------------

Jamaica Tourist Board
64 Knutsford Blvd.
Kingston 5
Jamaica, W.I.

AUGUST		General Operating Expenses	261,788.97
SEPTEMBER	"	"	89,116.14
OCTOBER	"	"	291,012.00
NOVEMBER	"	"	128,500.38
DECEMBER	"	"	200,975.00
JANUARY	"	"	<u>125,434.38</u>
	TOTAL		\$1,096,826.87



ATTACHMENT 15 (A)

DISBURSEMENTS – MONIES: JTB MIAMI, FL

(6-month period ending JANUARY 31, 2015)

<u>DATE</u>	<u>PURPOSE</u>	<u>AMOUNT (US\$)</u>
AUGUST	General Operating Expenses	209,096.98
SEPTEMBER	“ “	144,782.33
OCTOBER	“ “	166,964.34
NOVEMBER	“ “	172,961.70
DECEMBER	“ “	212,529.46
JANUARY	“ “	<u>142,442.16</u>
		\$1,048,776.97

JAMAICA TOURIST BOARD - USA
CALENDAR OF ACTIVITIES
AUGUST 1, 2014 - JANUARY, 1 2015

EVENT	LOCATION	RATIONALE	DATE	REGION	Responsibility	TARGET TYPE
Ziggy Marley Road Tour	New York, NY	JTB will once again partner with Ziggy Marley on his Road Tour throughout several cities in the U.S. Ziggy's bus will be 'wrapped' with the new tagline "Get All Right" as it drives through the various states and this will provide an opportunity to brand the destination.	8/1/2014 0:00	Northeast	Sinclair	300 Consumers
TASTE OF THE CARIBBEAN	Hartford, CT	An outdoor event which showcases West Indian culture, music and cuisine to the greater Hartford community and will provide an excellent opportunity to promote brand Jamaica.	8/2/2014 0:00	Northeast	Dobson	15000 Consumers
Ziggy Marley Road Tour	Bayfield, WI	JTB will once again partner with Ziggy Marley on his Road Tour throughout several cities in the U.S. Ziggy's bus will be 'wrapped' with the new tagline "Get All Right" as it drives through the various states and this will provide an opportunity to brand the destination.	8/9/2014 0:00	Midwest	McDermoth	100 Agents
Ziggy Marley Road Tour	Apple Valley, MN	JTB will once again partner with Ziggy Marley on his Road Tour throughout several cities in the U.S. Ziggy's bus will be 'wrapped' with the new tagline "Get All Right" as it drives through the various states and this will provide an opportunity to brand the destination.	8/12/2014 0:00	Midwest	McDermoth	100 Consumers
JICFI (JA Independence Found Inc.) Anniversary Gala	New York, NY	Continued support of the Jamaican Diaspora in the Northeast region.	8/16/2014 0:00	Northeast	Sinclair	1000 Consumers
The Atlanta Jamaican Assoc Annual Independence Ball	Lithonia, GA	Support of annual event celebrating Jamaica's independence.	8/16/2014 0:00	South	Christie	600 Consumers
Baltimore Bridal Show	Baltimore, MD	Annual consumer show providing face to face contact with a large audience of motivated brides-to-be. A great opportunity to promote brand Jamaica and increase the wedding and honeymoon business from this market.	8/17/2014 0:00	Northeast	Rogers	3000 Consumers
Ziggy Marley Road Tour	Portland, OR	JTB will once again partner with Ziggy Marley on his Road Tour throughout several cities in the U.S. Ziggy's bus will be 'wrapped' with the new tagline "Get All Right" as it drives through the various states and this will provide an opportunity to brand the destination.	8/23/2014 0:00	West	Holland	100 Consumers
Ziggy Marley Road Tour	Seattle, WA	JTB will once again partner with Ziggy Marley on his Road Tour throughout several cities in the U.S. Ziggy's bus will be 'wrapped' with the new tagline "Get All Right" as it drives through the various states and this will provide an opportunity to brand the destination.	8/24/2014 0:00	West	Holland	100 Consumers
Atlanta Jerk Festival	Atlanta, GA	Consumer event which attracts a large number of attendees in the metro Atlanta area featuring music and food.	8/31/2014 0:00	South	Christie	8000 Consumers
Georgia Bridal Showcase	Duluth, GA	This is the largest bridal show in Georgia which attracts over 1,500 brides-to-be and others. A great opportunity to showcase Jamaica as the honeymoon and vacation destination.	9/7/2014 0:00	South	Christie	1500 Consumers
Travel Impressions Trade Show	Stamford, CT	Support of tour operator annual shows and maintain presence in the marketplace.	9/9/2014 0:00	Northeast	Dobson	120 Agents
Apple Vacations Trade Shows (3 cities)	Chicago, IL; Detroit, MI	Apple will launch their annual winter products in three (3) major markets where charters are offered.	9/9-11/2014	Midwest	Bucknor/Mesqui	1800 Agents
Travel Impressions Trade Show	Boston, MA	Support of tour operator annual shows and maintain presence in the marketplace.	9/11/2014 0:00	Northeast	Dobson	120 Agents
CBS Radio Orlando "Girls Night Out" Promotion	Orlando, FL	This event will be co-sponsored by JTB and will attract over 1,000 consumers. Iberostar and JetBlue will provide door prizes.	9/13/2014 0:00	South	Wright	1000 Consumers
CMITE (Caribbean Mtg & Incentive Tvl Exchange)	Paradise Is, Bahamas	Annual event which brings together suppliers servicing the Caribbean meeting and incentive market. This is an invitation-only, appointment-based event. Opportunity to meet attendees one-on-one.	9/14 - 17/2014	Groups	Bullock/Clarke	120 Buyer
Destination Training - Cheap Caribbean Reservation Ctr	Doylestown, PA	Train and update these reservation agents on the Jamaica product.	9/18/2014 0:00	Northeast	Senior	85 Trade

JAMAICA TOURIST BOARD - USA
CALENDAR OF ACTIVITIES
AUGUST 1, 2014 - JANUARY, 1 2015

EVENT	LOCATION	RATIONALE	DATE	REGION	Responsibility	TARGET TYPE
Travel Impressions Trade Show	Los Angeles, CA	Support of tour operator annual shows and maintain presence in the marketplace.	9/18/2014 0:00	West	Holland	120 Agents
7th Annual "Here Comes the Bride" Bridal Show	Newton, MA	Opportunity to connect with affluent brides looking to create their dream wedding. JTB will partner with Round Hill to do a social media promotion.	9/21/2014 0:00	Northeast	Dobson	2000 Consumers
Liberty Travel of Reading-Berkshire Booking Bonanza	Wyomissing, PA	JTB will do joint marketing with Liberty Travel in the Berkshire Mall comprising of 90 retail stores and provide an opportunity to take advantage of a 1-day discounted booking bonanza on site.	9/23/2014 0:00	Northeast	Senior	500 Consumers
Charlotte Caribbean Jerk Festival	Charlotte, NC	A Jamaican diaspora/cultural event which will provide a great opportunity to promote the destination.	9/27/2014 0:00	South	Christie	5000 Consumers
Ultimate Travel Show	Bartlett, IL	Ultimate Travel, one of Jamaica's top sellers in the western suburbs of Chicago, will host their first travel show and invite suppliers to a location in an upper middle-class community with residents who have the propensity to afford a Jamaica vacation. Consumers will have the ability to book onsite with JTB able to provide sales support.	9/28/2014 15:00	Midwest	Bucknor	400 Consumers
PTANA East Coast Chapter Trade Shows (5 cities)	MA, PA, MD & VA	Update the retail travel professionals in this region which is a major secondary market in the NE but a primary one for the New England state.	9/29-10/3/2014	Northeast	NE team	500 Trade
Great Lakes ASTA Travel Trade Shows (2 cities)	Detroit & Grand Rapids	Opportunity to showcase Jamaica to select groups of agents as we prepare to increase business for the upcoming winter season.	9/30-10/1/2014	Midwest	Mesquita	350 Agents
33rd Intl Reggae & World Music Awards (IRAWMA)	Ft. Lauderdale, FL	Sponsorship of annual music event in Broward County which attracts over 1,000 music enthusiasts from all the surrounding areas in North Florida.	10/4/2014 0:00	South	Wright	1000 Consumers
Long Island ASTA Exclusive Educational Product Seminar/Trade	Westbury, NY	Opportunity to update ASTA agents on the Jamaica product offerings for Winter 2015.	10/6/2014 0:00	Northeast	Sinclair	125 Trade
Jamaica Night at the Greene Turtle	Hanover, MD	Opportunity to promote destination Jamaica by partnering with one of our top 50 Jamaica Travel Specialists - Dilworth Daley to invite consumers to a dinner seminar showcasing travel packages to Jamaica.	10/6/2014 0:00	Northeast	Rogers	30 Consumers
"Get All Right" Jamaica Night	Brooklyn, NY	JTB will partner with Unique Weddings & Tours and Jamaica Travel Specialist agent based in the heart of the Jamaican/Caribbean community of Flatbush, NY at this seminar to promote brand Jamaica.	10/9/2014 0:00	Northeast	Sinclair	50 Consumers
JTB "Get All Right" Workshop	Charlotte, NC	Dinner presentation to update the JTB Travel Specialists on the destination product.	10/9/2014 0:00	South	Christie	55 Agents
JTB Dinner Seminar with Mark Travel	Baltimore, MD	Opportunity to promote destination Jamaica and the new Southwest Airlines twice daily non-stop service from Baltimore to Montego Bay.	10/14/2014 0:00	Northeast	Rogers	20 Agents
Jamaica "Home of All Right: Dinner Seminar	Moorhead, MN	Dinner seminar to update agents on the destination product and generate additional winter bookings to support seasonal charter and scheduled air service.	10/14/2014 0:00	Midwest	McDermoth	30 Agents
Maine ASTA Fall Trade Show	Portland, ME	Opportunity to update the ASTA agents in this area.	10/15/2014 0:00	Northeast	Dobson	70 Trade
Jamaica "Home of All Right Seminar" Breakfast Seminar	Mankato, MN	Host agents at a seminar to update them on the destination and generate additional winter bookings to support seasonal charter and scheduled air services.	10/15/2014 0:00	Midwest	McDermoth	12 Agents
Jamaica "Home of All Right" Dinner Seminar	Rochester, MN	Dinner seminar to update agents on the destination product and generate additional winter bookings to support seasonal charter and scheduled air service.	10/15/2014 0:00	Midwest	McDermoth	20 Agents
Southeast ASTA Travel Show	Atlanta, GA	Good opportunity to update the membership of this ASTA (Associated Society of Travel Agents) group on the destination with highlights of the new charter service as well as boost the Fall and Winter business for 2015.	10/16/2014 0:00	South	Christie	100 Agents

JAMAICA TOURIST BOARD - USA
CALENDAR OF ACTIVITIES
AUGUST 1, 2014 - JANUARY, 1 2015

EVENT	LOCATION	RATIONALE	DATE	REGION	Responsibility	TARGET TYPE
Jamaica "Home of All Right" Dinner Seminar	Minneapolis, MN	Dinner seminar to update agents on the destination product and generate additional winter bookings to support seasonal charter and scheduled air service.	10/16/2014 0:00	Midwest	McDermoth	80 Agents
Destination Training - Delta Reservation Center	Atlanta, GA	Train and update reservation agents on the destination.	10/17/2014 0:00	South	Christie	500 Agents
2014 Philadelphia Festival of Food, Wine & Spirits	King of Prussia, PA	Opportunity to promoted winter travel to the 'power buyers' who attend this annual event. JTB will partner with Half Moon and work with local Jamaican restaurant, Reef Restaurant, to provide tastings of Jamaican fare.	10/17-19/2014	Northeast	Senior	20000 Consumers
Jamaica "Home of All Right" Breakfast Seminar	Eau Claire, WI	Breakfast seminar to update agents on the destination product and generate additional winter bookings to support seasonal charter and scheduled air service.	10/20/2014 0:00	Midwest	McDermoth	15 Agents
Jamaica "Home of All Right" Dinner Seminar	La Crosse, WI	Dinner seminar to update agents on the destination product and generate additional winter bookings to support seasonal charter and scheduled air service.	10/20/2014 0:00	Midwest	McDermoth	20 Agents
Jamaica "Home of All Right" Breakfast Seminar	Madison, WI	Breakfast seminar to update agents on the destination product and generate additional winter bookings to support seasonal charter and scheduled air service.	10/21/2014 0:00	Midwest	McDermoth	25 Agents
Jamaica "Home of All Right" Dinner Seminar	Wausau, WI	Dinner seminar to update agents on the destination product and generate additional winter bookings to support seasonal charter and scheduled air service.	10/21/2014 0:00	Midwest	McDermoth	20 Agents
Jamaica "Home of All Right" Seminar	Raleigh, NC	JTB seminar to update the Jamaica Travel Specialists on the new charter service as well as to boost the Fall and Winter business.	10/22/2014 0:00	South	Christie	35 Agents
Jamaica "Home of All Right" Seminar	Jacksonville, FL	Jamaica seminar for the Jamaica Travel Specialists to update them on the destination and boost the Fall and Winter business.	10/22/2014 0:00	South	Wright	60 Agents
Jamaica "Home of All Right" Dinner Seminar	Green Bay, WI	Dinner seminar to update agents on the destination product and generate additional winter bookings to support seasonal charter and scheduled air service.	10/22/2014 0:00	Midwest	McDermoth	20 Agents
Jamaica "Home of All Right" Seminar	Greensboro, NC	JTB seminar to update the Jamaica Travel Specialists on the destination and promote the new charter service.	10/23/2014 0:00	South	Christie	30 Agents
17th Annual TASC Trade Show	Ronkonkoma, NY	Opportunity to showcase the destination at this show which usually attracts both in-store and home-based agents from across the Suffolk County.	10/23/2014 0:00	Northeast	Sinclair	300 Agents
Destination Training - Bookit.com Call Center	Panama City, FL	Train and update reservation agents on the destination.	10/24/2014 0:00	South	Wright	250 Agents
AAA Southern New England Travel Show	Lincoln, RI	JTB will partner with Travel Impressions who will have reservation agents on hand to book onsite along with AAA agents.	10/24-26/2014	Northeast	Dobson	5000 Consumers
Travel & Adventure Show	Dallas, TX	JTB will host a culinary demo on the Culinary stage at this expo that caters to one of the fastest growing segments of the travel and leisure market. This demo will provide additional branding exposure and media opportunities. A Jamaica Travel Specialist will be in the JTB booth with packages and will take leads.	10/25-26/2014	Southwest	Woolcock	10500 Agents-Consumers
FC USA Travel Expo 2014	Philadelphia, PA	Continue to build brand awareness at an event organized by our largest tour operator partner in the NE, Flight Center USA.	10/26/2014 0:00	Northeast	Senior	6000 Consumers
AWTA Fall Trade Show	Rochelle, NY	The annual Alliance of Westchester Travel Agencies Inc (AWTA) is strongly supported by their membership. This show is known to attract travel consultants from across the region that use this opportunity to network/meet with vendors who do not necessarily conduct standard service calls.	10/27/2014 0:00	Northeast	Sinclair	150 Agents
TCS New York City Marathon Health & Fitness Expo	New York, NY	JTB will share a booth with members of Reggae Marathon taking advantage of this excellent opportunity to promote Destination Jamaica. This premier event will attract over 100,000 athletes and approx. 2 million spectators.	10/30-11/1/2014	Northeast	Sinclair	1E+05 Consumers
Adelman Travel Show	Springfield, MO	Adelman Travel is one of Jamaica's top retail agencies in western Missouri with several retail locations in that area. This show will have live inventory access to make booking the destination easier.	11/1/2014 0:00	Midwest	Bucknor	400 Consumers

JAMAICA TOURIST BOARD - USA
CALENDAR OF ACTIVITIES
AUGUST 1, 2014 - JANUARY, 1 2015

EVENT	LOCATION	RATIONALE	DATE	REGION	Responsibility	TARGET TYPE
Luxury Bridal Show	Brookfield, WI	JTB will partner with one of our hotel suppliers to give away a prize trip at this very popular show which attracts brides-to-be, family and friends shopping for a destination wedding.	11/2/2014 0:00	Midwest	McDermoth	1800 Consumers
Jamaica "Home of All Right" Luncheon Seminar	Toledo, OH	Luncheon seminar to update agents on the destination product and generate additional winter bookings to support seasonal charter and scheduled air service.	11/5/2014 0:00	Midwest	Mesquita	20 Agents
Cruise World & Home Based Travel Agent Show & Conference	Ft. Lauderdale, FL	Opportunity to reach a large contingent of home-based agents in one location and update them on the Jamaica product.	11/6/2014 0:00	South	Wright	1500 Agents
Jamaica Travel Specialist Fam Trip	MBJ/OCI	Fam trip specifically organized for agency owners who are executives of AWTA (Alliance of Westchester Travel Agencies). They will receive an update on the destination from an on-island perspective visiting the resorts of Montego Bay and Ocho Rios.	11/6-9/2014	Northeast	Sinclair	10 Trade
Jamaica "Home of All Right" Seminar/Reception	Detroit, MI	Dinner seminar to update agents on the destination product and generate additional winter bookings to support seasonal charter and scheduled air service.	11/6/2014 16:00	Midwest	Mesquita	80 Agents
Waterford at Blue Lagoon 5K Run	Miami, FL	Great opportunity to gain added exposure for Jamaica's annual marathon. This race attracts approx. 5,000 runners and over 100 companies participate. JTB will partner with the producers of the Reggae Marathon to showcase their event and promote the destination.	11/7/2014 10:00	South	Wright	5000 Consumers
Grace Jamaica Jerk Festival	Sunrise, FL	This annual event is the largest Caribbean Food festival in the USA. It attracts over 21,000 consumers representing every key demographic, mostly Caribbean and African-Americans between the ages of 25-60 years. It is an outdoor event featuring West Indian cuisine, culture and music and presents an excellent opportunity to promote the destination.	11/9/2014 0:00	South	Wright	21000 Consumers
Ski & Sun Getaway Travel Show	Plantsville, CT	Opportunity to promote the destination at this annual event which serves as a valuable resource to families and individuals alike as they make their winter plans.	11/9/2014 0:00	Northeast	Dobson	5000 Consumers
Jamaica "Home of All Right" Seminar	Ft. Lauderdale, FL	JTB seminar to update the Jamaica Travel Specialists on the destination and boost Fall and Winter business.	11/10/2014 0:00	South	Christie	60 Agents
Jamaica "Home of All Right" Dinner Seminar	Indianapolis, IN	Dinner seminar to update agents on the destination product and generate additional winter bookings to support seasonal charter and scheduled air service.	11/10/2014 0:00	Midwest	Mesquita	40 Agents
"Home of All Right" Fall Series	Ft. Worth, TX	JTB together with industry partners will host travel agents at a trade show/dinner to update the trade on the destination and keep Jamaica top of mind for upcoming winter season.	11/10/2014 0:00	Southwest	Woolcock	50 Agents
Jamaica "Home of All Right" Luncheon Seminar	Louisville, KY	Luncheon seminar to update agents on the destination product and generate additional winter bookings to support seasonal charter and scheduled air service.	11/11/2014 0:00	Midwest	Mesquita	20 Agents
Jamaica "Home of All Right" Dinner Seminar	Omaha, NE	Dinner seminar to update agents on the destination product and generate additional winter bookings to support seasonal charter and scheduled air service.	11/11/2014 0:00	Midwest	McDermoth	30 Agents
WITS Annual Prof Enhancement Seminar Presentation	Scotia, NY	JTB will make a 45-minute destination presentation and the WITS membership will participate in the Meet-Your-Rep Dinner Presentation as well.	11/11/2014 0:00	Northeast	Sinclair	200 Agents
"Home of All Right" Fall Series	Portland, OR	JTB together with industry partners will host travel agents at a trade show/dinner to update the trade on the destination and keep Jamaica top of mind for upcoming winter season.	11/11/2014 0:00	West	Holland	50 Agents
"Home of All Right" Fall Series	Dallas, TX	JTB together with industry partners will host travel agents at a trade show/dinner to update the trade on the destination and keep Jamaica top of mind for upcoming winter season.	11/11/2014 0:00	Southwest	Woolcock	100 Agents

JAMAICA TOURIST BOARD - USA
CALENDAR OF ACTIVITIES
AUGUST 1, 2014 - JANUARY, 1 2015

EVENT	LOCATION	RATIONALE	DATE	REGION	Responsibility	TARGET TYPE
Jamaica "Home of All Right" Luncheon Seminar	Lexington, KY	Luncheon seminar to update agents on the destination product and generate additional winter bookings to support seasonal charter and scheduled air service.	11/12/2014 0:00	Midwest	Mesquita	20 Agents
Jamaica "Home of All Right" Seminar/Reception	Cincinnati, OH	Dinner seminar to update agents on the destination product and generate additional winter bookings to support seasonal charter and scheduled air service.	11/12/2014 0:00	Midwest	Mesquita	50 Agents
Jamaica "Home of All Right" Seminar	Memphis, TN	JTB seminar to update the Jamaica Travel Specialists on the destination and boost Fall and Winter business.	11/12/2014 0:00	South	Christie	50 Agents
"Home of All Right" Fall Series	Seattle, WA	JTB together with industry partners will host travel agents at a trade show/dinner to update the trade on the destination and keep Jamaica top of mind for upcoming winter season.	11/12/2014 0:00	West	Holland	70 Agents
"Home of All Right" Fall Series	San Antonio, TX	JTB together with industry partners will host travel agents at a trade show/dinner to update the trade on the destination and keep Jamaica top of mind for upcoming winter season.	11/12/2014 0:00	Southwest	Woolcock	50 Agents
Jamaica "Home of All Right" Dinner Seminar	Columbus, OH	Dinner seminar to update agents on the destination product and generate additional winter bookings to support seasonal charter and scheduled air service.	11/13/2014 0:00	Midwest	Mesquita	30 Agents
Jamaica "Home of All Right" Seminar	Nashville, TN	JTB seminar to update the Jamaica Travel Specialists on the destination and boost Fall and Winter business.	11/13/2014 0:00	South	Christie	50 Agents
Coco Plum Winter Bridal Show	Coco Plum, FL	An opportunity to increase the wedding & honeymoon business at this bridal show which attracts some 1,200 consumers.	11/13/2014 0:00	South	Wright	1200 Consumers
"Home of All Right" Fall Series	Houston, TX	JTB together with industry partners will host travel agents at a trade show/dinner to update the trade on the destination and keep Jamaica top of mind for upcoming winter season.	11/13/2014 0:00	Southwest	Woolcock	80 Agents
Destination Training - Mark Travel/Southwest Vacations	Orlando, FL	Train and update the reservation agents at this call center.	11/14/2014 0:00	South	Wright	120 Agents
Destination Training - American Airlines Vacations Res Agents	Montego Bay, JA	Escort agents to Jamaica for destination training on-island.	11/16-21/2014 4:00	Southwest	Woolcock	10 Agents
ETA (Eastern Travel Assoc) Trade Shows (3 cities)	PA	This 3-day event is a very cost effective way to showcase Destination Jamaica and to recruit Jamaica Specialists from among a top quality group of agents who are members of this organization. (Grantville, Scranton & Allentown, PA)	11/17-19/2014	Northeast	Senior	300 Agents
Destination Training - Cheap Caribbean.com	Phoenix, AZ	Train and update reservation agents at this reservation call center.	11/18/2014 0:00	West	Holland	60 Agents
Jamaica "Home of All Right" Seminar/Reception	Grand Rapids, MI	Dinner seminar to update agents on the destination product and generate additional winter bookings to support seasonal charter and scheduled air service.	11/18/2014 0:00	Midwest	Mesquita	40 Agents
Presentation to - Travel Association of Connecticut	Hamden, CT	Update the retail travel professionals in this region which is a major secondary market in the NE but a primary one for the New England state.	11/18/2014 0:00	Northeast	Dobson	55 Agents
"Home of All Right" Fall Series	Denver, CO	JTB together with industry partners will host travel agents at a trade show/dinner to update the trade on the destination and keep Jamaica top of mind for upcoming winter season.	11/19/2014 0:00	West	Holland	70 Agents
Jamaica "Home of All Right" Seminar	Atlanta, GA	Jamaica seminar to update the Jamaica Travel Specialist on the destination and boost Fall and Winter business.	11/20/2014 0:00	South	Christie	75 Agents
Jamaica Travel Specialist Fam Trip	Montego Bay, JA	JTB will partner with Round Hill Hotel & Villas to showcase the destination firsthand to Virtuoso travel agents from New York.	12/9/2014 0:00	Northeast	Dobson	12 Agents
Caribbean Affair Connection	Orlando, FL	Diaspora event used to network with this very large market in South Florida.	12/13/2014 0:00	South	Wright	1000 Consumers
Destination Training - Vacations to Go	Houston, TX	Train and update the top booking retail agents for Apple and Funjet Vacations in Texas.	12/15/2014 0:00	Southwest	Woolcock	80 Agents
Destination Training - PTANA	Houston, TX	Train and update the PTANA (Professional Travel Agents of N. America) leisure agents on brand Jamaica.	12/16/2014 0:00	Southwest	Woolcock	30 Agents

JAMAICA TOURIST BOARD - USA
CALENDAR OF ACTIVITIES
AUGUST 1, 2014 - JANUARY 31, 2015

EVENT	Location	DATE	REGION	RATIONALE	Responsibili	QTY	TYPE
Elite Bridal Show	Atlanta, GA	1/4/2015 0:00	South	Opportunity to market the destination and capture this niche market.	Christie	1200	Consumers
Breton Village Travel Expo	Grand Rapids, MI	1/10/2015 0:00	Midwest	This well structured consumer show has a history of attracting a very strong mix of high and medium income consumers which has benefitted Jamaica over the years. This show will also complement Apple Vacations' charter flights to Jamaica.	Mesquita	1700	Consumers
Elite Bridal Show	Birmingham, AL	1/11/2015 0:00	South	Opportunity to market the destination and capture this niche market.	Christie	1000	Consumers
Rhythms of Africa/Music Around the World	Miramar, FL	1/11/2015 0:00	South	JTB will co-sponsor this event to reach the very large Jamaica diaspora market which attends this annual event in South Florida.	Wright	2000	Consumers
Vacation Express Destination Showcase	Little Rock, AR	1/12/2015 0:00	South	Support of this tour operators' annual show used to update their travel agent clientele on the Jamaica product.	Christie	35	Agents
Vacation Express Destination Showcase	Memphis, TN	1/13/2015 0:00	South	Support of this tour operators' annual show used to update their travel agent clientele on the Jamaica product.	Christie	70	Agents
Vacation Express Destination Showcase	Nashville, TN	1/14/2015 0:00	South	Support of this tour operators' annual show used to update their travel agent clientele on the Jamaica product.	Christie	115	Agents
Jamaica Travel Specialist Fam Trip	Montego Bay	1/14-17/2015	Northeast	JTB will partner with Hyatt Ziva/Zilara at their request to host a group of agents from the New England States at their property scheduled for opening in Montego Bay in January.	Dobson	14	Agents
Zehnder's Snowfest	Frankenmuth, MI	1/23-25/2015	Midwest	This annual event attracts over 150,000 consumers from various areas in the US and Canada. JTB will brew and serve Blue Mountain coffee at the booth and discussions being held with MLT and our hotel partners to give away a prize trip for 2.	Mesquita	150000	Consumers
Miami Marathon Health & Fitness Expo	Miami Beach, FL	1/23-24/2015	South	Opportunity to gain added exposure for Jamaica's annual Reggae Marathon as well as to promote the Jamaica product.	Wright	30000	Consumers
Mann Travel Show	Charlotte, NC	1/24/2015 0:00	South	Annual consumer show hosted by the largest travel agency in Charlotte. Participants always include tour operators such as Travel Impressions and USAirways Vacations, Jamaica hotel partners such as Secrets, Sandals, Jewel Resorts.	Christie	500	Consumers